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THE BAGLEY SIGNAL

W. W. BAGLEY & SONS

VOLUME NO. 19

MARTINDALE, TEXAS

1942-43 SEASON



Bagley Pedigreed Cottonseed IS WINNING ITS WAY INTO THE HEARTS OF THOUSANDS OF GROWERS



Every additional pound made by BAGLEY COTTON over other varieties means more money in your pocket. Even one more boll per stalk will increase your earnings materially.



W. W. BAGLEY, JR.

W. W. BAGLEY — Founder, Breeder and Grower,
As He Appears Today.

One sack of BAGLEY PEDIGREED SEED planted in your own field will show you its worth and convince you of its extra high quality. Plant BAGLEY for bigger profits.



D. R. BAGLEY

YOU WANT GOOD COTTON— With BAGLEY PEDIGREED SEED YOU CAN GROW THE BEST

Farmers planted more acres in BAGLEY PEDIGREED SEED this past season than ever before. This shows that BAGLEY COTTON is rapidly winning its way into the hearts of Cotton Growers and is becoming more popular each year. Farmers are switching to BAGLEY PEDIGREED COTTON to get the benefit of its greater production per acre, higher average lint turn-out, uniform quality staple and early maturity. We know every Grower wants good cotton and with BAGLEY PEDIGREED SEED you can produce the best.

We breed, grow and sell only our State Registered BAGLEY PEDIGREED COTTONSEED produced under our direct personal supervision and our supply of seed is at all times confined to the seed we grow on our limited acreage. When all of these seed are sold, we have no more seed to offer for sale until another crop can be grown. From W. W. BAGLEY & SONS you get GENUINE BAGLEY PEDIGREED SEED or none at all.

The demand for our BAGLEY SEED is always far greater than the supply. During past years thousands of orders have been received too late to be filled. This past year we had sold out by early Spring and our office was literally flooded with orders which had to be returned unfilled. This season there is an increasingly heavy demand and, no doubt, available supplies will be taken up early. Those who place their orders early will be assuring themselves of a supply of good seed and at the same time will be protected on price. Numbers of Cotton Growers have already made arrangements to get their supply of BAGLEY PEDIGREED COTTONSEED by booking their orders in advance with us and getting them in our files for shipment at a future date. We urge that you get your order booked NOW at our present SPECIAL PRICE. The seed do not have to be paid for until shipped. At our present SPECIAL PRICE our BAGLEY PEDIGREED SEED are culled, treated, sacked in new 3-bu. trade-marked bags and freight prepaid to your station in Texas. An Order Blank is on the last page of this folder for your use or, if you prefer, you can place your order with our local representative in your section. All orders placed with our Authorized Representatives are given the same careful attention as if they were mailed in direct or handed to us personally.

63% AHEAD

A recent check-up of our records reveals that bookings are 63 per cent ahead of last year. This means that more growers are booking their orders earlier in anticipation of the heavier demand for good seed. Also it means our supply will be cut down more rapidly and you will be using wise judgment in placing your order with us at the earliest possible date to make sure of getting your supply of BAGLEY PEDIGREED SEED. Order Blank is on last page of this folder for your use.

ON TO VICTORY

VICTORY, when it comes in this war, will result from the action of two forces —Combat and Production, and successful combat depends on the production of materials that make combat possible. Production, likewise, is dependent on getting the materials with which to make the machines, tools, equipment of war, and the money to pay for them. It is the duty of every individual in this great nation of ours to consistently buy all of the War Savings Bonds and Stamps within their means to purchase. It will help bring VICTORY at a time when our way of life is being threatened.

All of us cannot take part in actual warfare. For the millions of men constituting our armed forces, many more millions of workers, men and women, will be needed to supply their needs. Production labor is fully as essential to winning the war as the action of armies and navies. Regardless of what a person does for his country, whether it is fighting, or working, there is dignity and distinction connected with it.

Farmers, like ourselves and you are straining every effort to make the most we possibly can from every planted acre since we fully realize that on us depend millions of our boys in the far-flung battle zones. More home gardens, more poultry and eggs, more livestock, more grain and Cotton Growers should use the best Pedigreed Seed available on their cotton acres. BAGLEY Pedigreed Seed will help you make more squares to make more bolls to make more good quality cotton to help WIN THE WAR.

Some varieties produce a long staple; others may produce a good lint turn-out and some produce large yields with "inferior" staple. While there are other varieties that are adaptable to only certain types of soil.

In our Newest Improved BAGLEY PEDIGREED SEED you have the good features bred into the seed that help you to grow a money-making crop. When you plant BAGLEY SEED you have a seed that have bred into them a good lint turn-out, usually averaging 40 per cent and better, depending on weather conditions and soil; a seed bred with a large boll and a heavy producing plant; a seed bred with a long, even fiber that will bring top market price; a seed that will produce early-maturing plants and that are not partial to any particular section but will give good returns on any soil suited to cotton growing.

27 YEARS OF CONTINUOUS BREEDING IS BEHIND EVERY BAG OF SEED WE SHIP

Twenty-seven years ago the first selections and early experimental work on Newest Improved BAGLEY PEDIGREED COTTONSEED was begun. For over a quarter of a century the essential Breeding Technique of constant hybridization and careful selection has been carried on in a most thorough manner. Consistent progress has been made and BAGLEY PEDIGREED SEED of today are thoroughbred in every way. Each bag that is shipped out bears evidence of that steady improvement down through the years. Due to the perfectly blended features incorporated in BAGLEY COTTON now it is fast becoming recognized as the well-balanced variety of real money-making ability.

Even though the breeding of BAGLEY COTTON was started many years ago NOT A SINGLE BUSHEL WAS RELEASED until we were fully and unconditionally satisfied that we had a cotton of Superior Merits. To obtain these highly-desirable Merits in the fullest degree required many years of patience, understanding, and honest, purposeful efforts.

WHEN THE FIRST BUSHEL OF BAGLEY PEDIGREED COTTON SEED was SOLD the QUALITY WAS THERE, and we have maintained and improved upon the quality ever since. These unsurpassed qualities present in BAGLEY COTTON are not merits received from idle hopes of the Breeder that he might plant in his field a superior cotton, nor from a season or two of attention in planting. Rather, they are the realization of botanical knowledge and practical experience focused on plant processes, urged on by our keen longing for an ideal cotton of greater money-making characteristics.

REMEMBER

The Original and Genuine BAGLEY-PEDIGREED COTTONSEED are bred, grown and sold only by W. W. BAGLEY & SONS, MARTINDALE, TEXAS. Accept no substitutes... Order direct from the Originators and Breeders to be sure you get pure seed and full value for your money. Every bag we ship bears our trademark for your protection.

MAKE MORE COTTON DOLLARS

TAKE A TIP FROM THESE MEN

Their Experiences Show That They Are Realizing Bigger Profits

Makes Over Bale Per Acre In Spite of Drought

W. W. Bagley & Sons, Martindale, Texas.

Gentlemen:
Last year was my first year to grow BAGLEY COTTON and I found it to be the best cotton I had ever grown. It was a very dry season, but I made an average of over a bale per acre anyway. I received 45% turn-out at the gin and my ginner tried to buy all my seed to plant on his farm. My cotton brought the top price on the market. I am planting all BAGLEY this year as it stands the drought better than any cotton and is the easiest to pick and makes more money per acre.

Yours truly,
(Signed) M. W. Wallace,
Rt. 8, Wills Point, Tex.

Bagley Is The Best Cotton To Grow


JOHN JANYSK

W. W. Bagley & Sons, Martindale, Texas.

Gentlemen:

I am very much pleased with your cotton. I have just planted it one year, but I like the turn-out so well I want to plant it again this year.

I had 1200 lbs. of seed cotton and got a 500-lb. bale of lint and I found it easy to pick.

Yours truly,

(Signed) T. W. Carroll,
Rt. 2, Edgewood, Tex.

1200 Lbs. Seed Cotton Makes 500-Lb. Bale

W. W. Bagley & Sons, Martindale, Texas.

Gentlemen:

I am very much pleased with your cotton. I have just planted it one year, but I like the turn-out so well I want to plant it again this year.

I had 1200 lbs. of seed cotton and got a 500-lb. bale of lint and I found it easy to pick.

Yours truly,

(Signed) John Janysk,
Star Route, Helena, Texas.

Best Cotton Ever Planted


W. L. BARNES

W. W. Bagley & Sons, Martindale, Texas.

Dear Sirs:

Please send me five sacks instead of four sacks of your BAGLEY PEDIGREED COTTONSEED. I think you have the best cotton I ever planted. I made 40% lint on an average all Fall.

As ever your friend,

(Signed) W. L. Barnes,
Route 2, Frisco, Texas.

Likes Bagley Seed Best

W. W. Bagley & Sons, Martindale, Texas.

Gentlemen:

I am sending my order for six bushels of your good cottonseed. I think you have the best cottonseed I ever planted. You may send my order the first of March.

Yours,

(Signed) W. M. Sawyer,
Route 4, Box 90,
Brownwood, Texas.

Your Seed Are the Best

W. W. Bagley & Sons, Martindale, Texas.

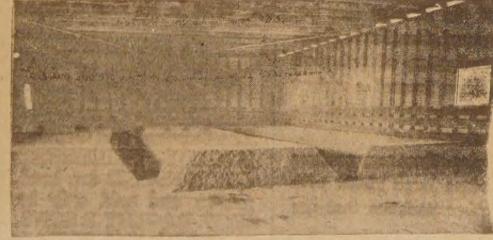
Gentlemen:

Make my order for six bushels instead of three. I have planted your seed for four years and have found them to be the best. Please ship my seed 1st of March.

Your customer,

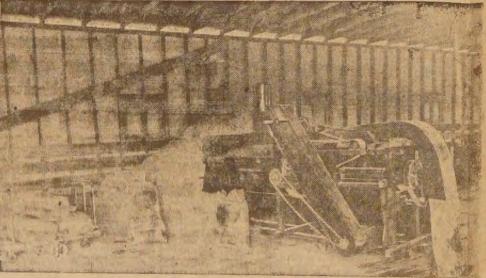
(Signed) W. W. Edwards,
Rt. 3, Kaufman, Tex.

Below You See Several Interior Views of Our Large, Well-Ventilated Warehouses Where Bagley Pedigreed Seed Are Properly Cured, Stored, Culled and Sacked Ready for Shipment

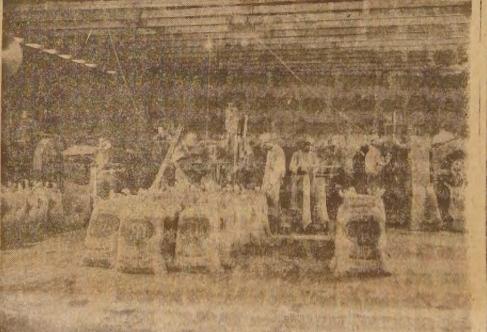

All Seed Properly Cured

As breeders of High Grade BAGLEY PEDIGREED COTTONSEED, we realize fully the vital importance of proper care and treatment of seed before offering them for sale. We know that every farmer wants seed of uniform size that plants easily, and are well cured and treated in order to get a better germination and stand.

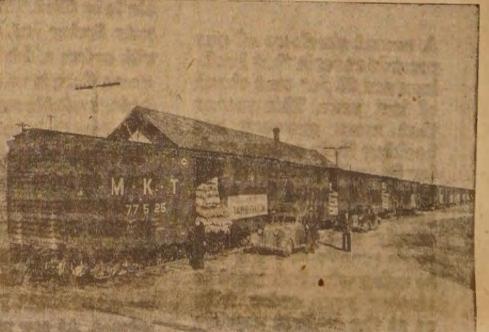
BAGLEY PEDIGREED SEED are taken directly from the gin to our large, roomy seedhouses to be cured. All BAGLEY seedhouses are constructed especially for curing purposes and are equipped with ventilators which allow fresh air to circulate at all times, both above and below the seed. Large ventilators are built in the roofs and numerous windows create a constant draft of air throughout the building. Air passages underneath the floor also allow a continuous current of air to pass under the building keeping the seed as cool on the bottom as they are on top. While in the "green" state BAGLEY PEDIGREED SEED are kept well spread out and are turned almost continuously to prevent any heating. We take pride in the High Quality Seed that we ship and spare no expense or time in the necessary care and preparation of our seed.


Electric Air-Blast Culling Process

Directly above is a close-up view of one of our electrically powered Air-Blast Culling Machines and at right above, several of these machines are shown in operation at the same time. After BAGLEY PEDIGREED SEED have been properly cured they are put through the culling, cleaning, treating and sacking processes. All of our seed are run through modern, electrically-powered, air-blast Culling Machines (like the ones shown above) which remove inert matter, lint, undeveloped seed, oversized seed, LEAVING ONLY THE WELL-FILLED OUT, UNIFORM SIZED SEED WHICH WE SHIP OUR CUSTOMERS. These culled seed are then carefully


Preparing Bagley Seed for Shipment

treated with a dust disinfectant which aids germination and endangers faster, early growth. After treatment they are weighed and sacked in our new, 3-bushel, trade-marked bags ready for shipment. We wish it were possible for every Cotton Grower to visit our Breeding Plant while we are preparing BAGLEY PEDIGREED COTTONSEED for sale, in order that everyone might see for himself the thorough methods which we employ.


Shipment of Bagley Seed Goes Out To Texas Cotton Farmers

Shipments, like the one shown above, go out each season until our supply of Bagley Pedigreed Seed is exhausted. The majority of our friends and customers order early and we can give them most any shipping date they want. Regular periodical shipments are made by us on the 1st and 15th of each month. It pays to order early and get early shipping date especially with the heavy demand that is prevalent this season.

FOR MAXIMUM RESULTS IN COTTON GROWING USE BAGLEY PEDIGREED SEED

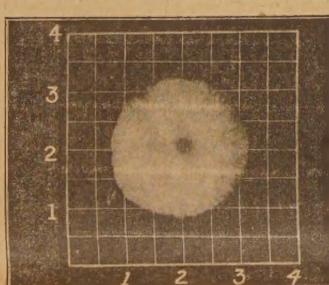
LONG, TEDIOUS HOURS ARE BEHIND OUR SUCCESS IN COTTON BREEDING

Nothing Is Left Undone in Delivering You Seed of Supreme High Quality



Above photo taken July 20th (Shows Corolla being removed from mother bloom preparatory to making cross the following morning.)

Hybridization work forms an important part of our breeding procedure each season and the three large photos shown diagonally on this page outline the main steps in effecting a cross. During afternoon of July 20th the above flower bud was chosen for emasculation. This bud was recognized to be at the right stage of development due to the enlarged, yet twisted and folded, corolla; which showed that it was scheduled to open the following morning. The folded corolla (or bloom leaves) are being removed with a sharp instrument as shown above. The anthers, or male part of this flower, are next removed by gently and carefully cutting them off with instrument. After the anthers are removed the flower is said to be emasculated leaving only the pistil, or female part of the flower. The stigma is the club-shaped portion at the top. A small paper bag is next tied over the emasculated flower bud and left until the next morning. To provide a supply of pure pollen, bags are tied over similar flower buds on plants of the strain that is to be crossed on the first. For next step see photo at right.



Long, Hard, Uniform,
1 to 1-16-Inch Staple

sold on staple merits. Cotton Textile Mills can afford to pay more for BAGLEY STAPLE COTTON which shows little waste in the spinning process. Much attention is being devoted each year to maintaining and improving the high quality staple which we now have.

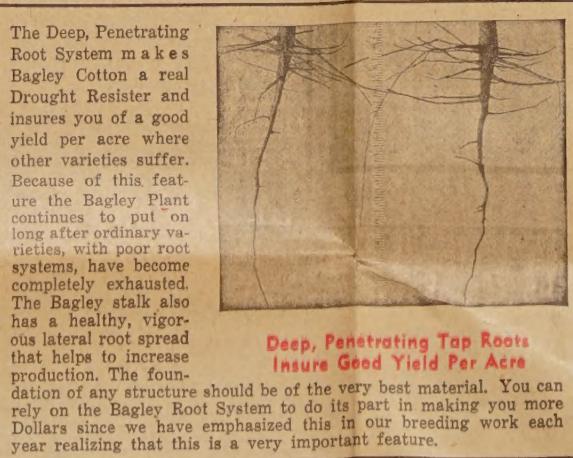


Consistent Gin Lint
Turn-Out of 40 to 42%

lint per acre. None of us grow cotton for the fun of growing it; what we are interested in is the returns we receive in Dollars and Cents. The Good Turn-out of BAGLEY COTTON lessens your cost of production thereby helping you to realize more Dollars and Cents on every acre.



ABOVE, W. W. Bagley Jr. is shown, on the morning of July 21st, examining the anthers of the male bloom for the purpose of determining whether the pollen is being given off and is at the proper stage for transmissal to the emasculated bloom on the other plant. Also, it is noted in this examination if male bloom is five-lock. If less than five-lock another of the bagged blooms is selected for crossing. A whole flower is removed from the plant that is to furnish the pollen. The anthers in this flower will be open showing a mass of yellow pollen. For next step see picture at right and details above photo.



Deep, Penetrating Tap Roots
Insure Good Yield Per Acre

"PLANT SEED OF RECOGNIZED QUALITY
WITH GOOD SOUND BREEDING BEHIND THEM"

THOUSANDS UPON THOUSANDS of hours have been spent in endless toil bringing BAGLEY PEDIGREED COTTONSEED up to its present high standard of quality and purity. Our work is never finished. It is a continuous year-round job. Our breeding operations are enormous and the results achieved have been successful and indeed gratifying. We have never come to the point yet to say "it is good enough" but rather "pushing forward" is our motto and we are constantly in the field carefully seeking out those features which can be improved, and making such improvements as rapidly as possible so as to enable the Bagley Growers to make more profits. Our every effort is bent toward the end of developing our cotton to the finest degree of perfection. Our entire time and all of our thoughts, energy and resources are utilized in breeding and growing the very best seed that it is possible to produce. Every bushel of our Newest Improved BAGLEY PEDIGREED COTTONSEED is absolutely guaranteed to grow like we say it will under average and normal conditions.

In the photo at the left and those below we are showing you an outline of one of the many phases of our cotton breeding work. When you consider that hundreds of these crosses are

made each season you can readily see that it is an immense and tedious job. In addition to our hybridization work we have thousands of individual boll, stalk, row and increase progenies that are studied and carried on from year to year.

We want you to bear in mind that every single operation in the breeding, growing and handling of BAGLEY PEDIGREED COTTONSEED is personally directed and carefully executed by ourselves. We do not entrust this job to others. We attend to every single phase of the work ourselves. The scientific and practical knowledge of the three members of our firm is devoted to the continued improvement of BAGLEY COTTON. By having a firm member to look after each department of work we are better able to maintain and improve the quality of BAGLEY SEED than are those men, who, by necessity, have to place any phase or all of this important work in the hands of disinterested parties who only "half-do" the job. Shipping you quality seed means something to us. We are in the business to stay and satisfied customers are our best advertisement. We offer you better seed backed by 27 years of good sound breeding. When you invest in State Registered BAGLEY PEDIGREED COTTONSEED you can be sure of getting seed that have been properly bred, grown, ginned and handled.

Ordinarily our BAGLEY COTTON makes from 10 to 20% More Per Acre than common varieties. During our breeding procedure, year after year, particular attention has been focused on developing a sturdier, more vigorous stalk; one that will develop squares and set bolls rapidly. Our present compact, pyramid-type stalks (shown on page 4) gives you an idea of the prolificness of our cotton. Our short-jointed, heavy-bearing fruiting branches with a maximum of large, five-lock drooping bolls are added advantages of our BAGLEY COTTON. The Bagley Boll is easily picked, yet it will stay in the boll during wind and rain. It has a reasonably thin burr that opens nicely and picks clean. It is often reported by growers that a bale of good Bagley Cotton can be picked in one-half the time required to pick a bale of smaller boll cottons.



10 to 20% More Per Acre Than Ordinary Varieties

BELOW, the brush of anthers is rubbed against the stigma of the emasculated flower which is sticky, being coated with a sirup-like substance to which pollen grains will adhere and in which they will germinate. When the work is done well, pollen can be seen on the stigma. The paper bag is again tied over the crossed flower to keep away insects, and left until the resulting boll opens. Tag is attached to the flower for our later recording. Usually from 50 to 75% of the crosses are successful, dependent on the weather and amount of shedding during period of boll enlargement.



FARMERS ARE INCREASING PRODUCTION WITH



Bagley Pedigreed Cottonseed



WE WILL WIN THE BATTLE OF PRODUCTION

The Government's need for "King" Cotton and cotton seed has aroused our interest more than ever before in this tempermental but vital war crop. It is urgently needed for manufacture of war-use fabrics, clothing, food and feed.

The first consideration is a stock of good, highly-bred seed from a reliable source. The mills want a uniform, even-running, good character staple cotton as it is highly desirable and reduces their waste in the spinning process. It will benefit the farmer then to produce Bagley uniform staple by using High-Quality BAGLEY PEDIGREED COTTONSEED.

Our Secretary of Agriculture Wickard has called on the Nation's two and a half million cotton farmers to plant their full national acreage allotment of about 27,400,000 acres of cotton and to plant as much as possible in medium and longer staple varieties in order to assure adequate supplies of the quantities needed to meet the heavy requirements.

Then it is up to us, the American Farmers, to strain every effort to fill these needs, and it will be done. The farmers are on the home front, waging the battle of production that must parallel the battle of the factories and the tug-of-war itself in other lands.

W. W. BAGLEY & SONS,—the key cotton breeders,—want the American farmer, while working for so just and righteous a cause, to be benefited by so doing and come through victorious.

PLANT OUR RELIABLE SEED OF RECOGNIZED QUALITY AND PURITY. YOU CAN COUNT ON BAGLEY PEDIGREED SEED TO HELP YOU WIN.

SUPPLY LIMITED-DEMAND IS HEAVY

Place your order with Our Agent in Your Section or use the Order Blank Below at left. All orders placed with Our Representatives will receive the same careful attention as if they were handed to us personally.

ORDER NOW AND SAVE MONEY PRICE IS LIKELY TO ADVANCE



W. W. BAGLEY & SONS
COTTON BREEDERS
Martindale, Texas

, 194—

Please enter my order for _____ bushels of Newest Improved Bagley Pedigreed Cottonseed at _____ per bushel, with freight charges prepaid to my station in Texas, according to your standard terms and conditions.

Ship on or about _____ Order No. _____

Name _____

P. O. Address _____

R. F. D. _____ Box No. _____

Railway Station _____

Check or Money Order Inclosed \$ _____

Draw through _____ Bank _____

Location of Bank (town) _____

Terms: Cash payable on shipping date.

Purchaser _____

OUR GUARANTEE . . .

If seed that you purchase from us on this order do not give you the results you have a right to expect, we will make it right with you.

W. W. BAGLEY & SONS
Cotton Breeders

Inside This SACK
You'll Find
That
**HIGH
QUALITY**
Found
Only
In
**BAGLEY
PEDIGREED
COTTONSEED**



THE MOST PROFITABLE VARIETY TO GROW

40% to 42% Lint Turn-Out

10% to 20% More Cotton Per Acre

1 to 1 1-16 Inch Uniform Staple

Big, Five-Lock Bolls

Short-Jointed Fruiting Branches

Deep Penetrating Tap Roots

Minimum of Foliage

Early Maturing Plants

Strong, Sturdy, Compact Stalks

Easy to Pick

Uniform, High-Quality Seed

BELOW ARE SHOWN THE OFFICES AND MAIN WAREHOUSES WHERE BAGLEY PEDIGREED SEED ARE TESTED, CURED AND STORED



W. W. BAGLEY & SONS COTTON BREEDERS

MARTINDALE, TEXAS